



City of Scottsdale
Tourism Development Commission
Regular Meeting
9:00 a.m., Tuesday, November 17, 2020
Meeting held electronically
Action Minutes

PRESENT: Linda Dillenbeck, Chairperson
Sherry Henry, Vice Chair
Ken McKenzie
Anna Mineer
Richard Newman

ABSENT: Jeanne Alspaugh

STAFF: Karen Churchar
Steve Geiogamah
Ana Lia Johnson
Stephanie Tippet
Holli Shannon

GUESTS: Rachel Sacco, President/CEO Experience Scottsdale
Kelly Triplett, Experience Scottsdale

1. Call to Order/Roll Call – 9:00AM

Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 9:00 a.m. and noted the presence of a quorum. Commissioner Alspaugh was absent.

2. Approval of Minutes

Commission discussion and action to approve the August 18, 2020 regular meeting minutes. Chair Dillenbeck called for corrections and/or approval of minutes.

COMMISSIONER NEWMAN MOVED TO APPROVE THE OCTOBER 20, 2020 REGULAR MEETING MINUTES AS PRESENTED. VICE-CHAIR HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). WITH CHAIR DILLENBECK, VICE CHAIR HENRY,

NOTE: MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

COMMISSIONERS MCKENZIE, NEWMAN, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

3. Experience Scottsdale First Quarter Performance Measures Report

Report, update, and Commission discussion regarding the Experience Scottsdale quarterly performance measures. Rachel Sacco, President/CEO of Experience Scottsdale, provided an update of the first quarter performance measures.

4. Scottsdale Stadium Marketing Update

Presentation, Commission discussion and possible recommendation regarding the Scottsdale Stadium marketing. Stephanie Tippet, Stadium Supervisor, provided an update of the Scottsdale Stadium's marketing efforts.

5. Event Funding Program Recommendations

Commission discussion and recommendations on the following applications for event funding:

- a) Parada del Sol Rodeo - \$27,500
- b) Greater Phoenix Jewish Film Festival - \$20,000

Staff Contact: Steve Geiogamah

COMMISSIONER MINEER SUGGESTED THE RODEO BE ELIGIBLE FOR THE MULTI-YEAR FUNDING AS THEY HAVE THE PAST 3 YEARS. WE WILL REVISIT THE MULTI-YEAR FUNDING AT THE NEXT MEETING. COMMISSIONER NEWMAN MOVED TO APPROVE FUNDING FOR BOTH EVENTS AS RECOMMENDED. VICE-CHAIR HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS MCKENZIE, NEWMAN, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

6. Staff Reports

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Program Updates

Mr. Geiogamah reviewed staff reports related to the bed tax proforma. Karen Churchard also gave an update on the 2020 Scottsdazzle event changes.

7. Public Comment

There were no members of the public who wished to speak.

8. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include the multi-year funding program revisit and Sun Circuit will be presenting their request for funding.

Adjournment

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With no further business to discuss, being duly moved by Commissioner Mineer and seconded by Vice-Chair Henry the meeting adjourned at 9:56 a.m.

AYES: Chair Dillenbeck, Vice Chair Henry, Commissioners McKenzie, Mineer and Newman with no dissenting votes.

Next scheduled regular meeting is December 15, 2020

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